



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Name: Daniel C. Castle, et al
Serial No. 09/738,199
Filed: Herewith
PD No. 10002991-1
Date: March 16, 2001
Examiner: Unassigned
Group Art Unit: 2161
For: Method And Apparatus To Maximize Advertising Revenue

Assistant Commissioner for Patents
Washington DC 20231

**PRELIMINARY AMENDMENT
UNDER 37 C.F.R. §1.115**

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Dear Sir:

Please enter the following preliminary amendment:

In the Specification:

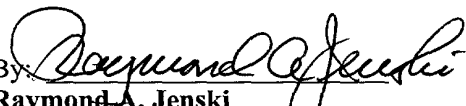
Please amend the paragraph found at page 6, lines 14-24 as shown in the conventionally marked-up paragraph in Attachment 1, in accordance with 37 C.F.R. §1.121 (b)(1)(iii). A clean copy of the amended paragraph is attached as Attachment 2, in accordance with 37 C.F.R. §1.121(b)(1)(ii).

REMARKS

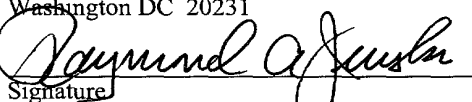
This Amendment provides the US Patent Application number of the referenced application and does not add any new matter.

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Respectfully Submitted,
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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:
Assistant Commissioner for Patents,
Washington DC 20231


Signature

Raymond A. Jensi
Typed Name

March 16, 2001
Date of Signature & Deposit



ATTACHMENT 1

In the course of auctioning ads as disclosed herein, the physical size of both the content files and the advertising files can affect the ability to place an advertisement – and generate revenue. If the sizes of advertising copy and the size of content could be adjusted, more advertisements might be placed in a publication thereby increasing ad revenues even further. A method to size advertising and content information for publication is disclosed and claimed in the co-pending patent application assigned to Hewlett-Packard Company that is titled [entitled]: “DOCUMENT DELIVERY SYSTEM WITH AUTOMATICALLY ADJUSTED COPY INSERTS” by Kevin Currans, et al. [(HP disclosure number 10001688).] This application was filed on August 17, 2000 and is identified by U.S. patent application no. 09/641,617 [*< to be added >*].

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ATTACHMENT 2

In the course of auctioning ads as disclosed herein, the physical size of both the content files and the advertising files can affect the ability to place an advertisement – and generate revenue. If the sizes of advertising copy and the size of content could be adjusted, more advertisements might be placed in a publication thereby increasing ad revenues even further. A method to size advertising and content information for publication is disclosed and claimed in the co-pending patent application assigned to Hewlett-Packard Company that is titled: “DOCUMENT DELIVERY SYSTEM WITH AUTOMATICALLY ADJUSTED COPY INSERTS” by Kevin Currans, et al. This application was filed on August 17, 2000 and is identified by U.S. patent application no. 09/641,617.

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